Metro Transit

BRAND IDENTITY STANDARDS & STYLE GUIDE

Metro Transit

OUR MISSION:

We at Metro Transit deliver environmentally sustainable transportation choices that link people, jobs and community conveniently, consistently and safely.

OUR GUIDING PRINCIPLES:

SERVICE EXCELLENCE

SAFETY

ENVIRONMENTAL RESPONSIBILITY

INNOVATION

TEAMWORK

COMMUNITY ORIENTATION

FINANCIAL RESPONSIBILITY

Metro Transit Brand Standards

The brand standards in this guide have been devised to ensure that Metro Transit remains true to its core values and to the people, products and services the company represents.

Use this information to protect the Metro Transit brand in all applications, in all market segments and across every geography. Please read these guidelines carefully, implement them faithfully and partner with Metro Transit Creative Services for support in harnessing this tool to consistently portray the power of the Metro Transit brand as an important business asset.

A consistent, clear brand identity not only gives us strong recognition among our customers and potential riders but also presents a professional image that helps the public, stakeholders, business partners and legislators view Metro Transit as a valuable community asset.

Creative Services Contact: 612-349-7671

Last update January 2014

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Metro Transit
Northstar

Table of Contents

BRAND STRATEGY 1

IDENTITY ELEMENTS 3

- Service Mark 4
- Metro Transit Logo 5
- Logo Usage 7
- Color 8
- Icons 12
- Typography 15
- Trademarks 17
- Imagery 18

APPLICATIONS 19

- Transit Cards 20
- PowerPoint 21
- Other applications 22
- Email Signatures 22

BRAND FAMILY 23

- Regional Transit Brands 24
- METRO Brand 24

CONTACT 29

* Specific style guides for **signage**, **vehicle graphics and web** are available on MetNet. For more information, contact:

Creative Services: 612-349-7671

Brand Strategy

The Metro Transit brand is one of our most important business assets.

A strong Metro Transit brand influences preference and loyalty in customers—key for retaining and building ridership. By managing our brand identity consistently and fluidly, we protect and grow our ability to build ridership and increase revenue.

Brand Strategy

The Metro Transit brand experience

Our brand is the sum of our customers' experiences. This experience is created through our performance, responsiveness, support and reputation.

By consistently demonstrating a better understanding of our customers' motivations in our communications, we make good on our promise to "go beyond the expectations of our customers to deliver a convenient, comfortable and dependable experience."

Identity Elements Service Mark

What is a service mark?

A service mark (like a trademark) is a word, phrase, symbol, logo, etc., that identifies one's brand of service and distinguishes it from the services of others.

The Metro Transit brand is what distinguishes our services from other transportation services.

Why is a service mark so important?

A service mark identifies and protects a service and must be used continuously and consistently to maintain its legal standing.

How to use the service mark.

To help protect and maintain the Metro Transit service mark, we ask that you observe the following guidelines when listing Metro Transit in any advertising literature, displays and signs, promotional items or business documents, correspondence and promotional items.

Identity Elements Service Mark Usage

Never add an "s" to the Metro Transit name.
Right: Metro Transit offers a reliable, environmentally sustainable transportation method.
Wrong: All Metro Transits provide a safe and secure environment for our customers.

Be consistent when using the Metro Transit name in text. When the Metro Transit brand is used in text, it is always used as two capitalized words, never abbreviated.
Right: Metro Transit
Wrong: Metrotransit, MetroTransit, metrotransit, metro transit, Metro-Transit, Met Transit, MT

Be consistent when using the phone number and web address in text. The phone number should always be separated with dashes, never with periods, spaces or brackets. The web address is always lowercase and without the "www."
Right: 612-373-3333
Wrong: (612)373-3333, 612.373.3333, 612 373 3333

Right: metrotransit.org
Wrong: www.metrotransit.org, WWW.METROTRANSIT.ORG, www.MetroTransit.org

Care should be taken to avoid including lengthy URLs in print. If you need to easily direct a large number of people to a specific page, contact Creative Services who can provide a shortened URL.
Right: metrotransit.org/register
Wrong: https://store.metrotransit.org/registerfarecard.aspx

Identity Elements Metro Transit Logo

Metro Transit Logo

The Metro Transit logo is the single most visible symbol of our company. You are expected to preserve its value as a brand and trademark with correct and consistent usage.

It is crucial to use our logo correctly and consistently to ensure the visual impact and overall integrity are not compromised or diluted. The size of the logo may be changed as required, provided that its original proportions are maintained. See the list of DOs and DON'Ts in using the logo, followed by illustrated examples.

Note: When the phone and web information needs to appear, it will not be in direct conjuction with the logo.

612-373-3333 metrotransit.org

Current downloadable files are located on ***metrotransit.org/images***

Identity Elements Metro Transit Logo

To secure legibility and impact, the Metro Transit logo should be surrounded by a minimum percentage of clear space equal to the x-height of the lowercase letters in the logo. This area separates the logo from other elements, such as headlines, text, imagery and the edge of the document. Too little space can lead to confusion between the logo and outside elements, resulting in difficulties with legibility and communication.

To preserve legibility, the Metro Transit logo should never be scaled smaller than 1.375". When accompanied by the tag line, the minimum scale size is 1.75".

1.375" minimum

1.75" minimum

Identity Elements Metro Transit Logo

DO

Use the appropriate file format for your specific application.

Produce the logo from approved electronic artwork.

DON'T

Condense, expand, or otherwise distort it beyond its original proportions.

Attempt to redraw or alter the symbol.

Change the colors of the logo to anything non approved.

Use other typefaces or alter the typeface defined for the logotype.

Use logo after "Metro Transit."

We no longer use the tag line, "Hop on."

Identity Elements Color

Color Palette

Color is among the strongest elements of any visual system, providing a recognizable brand cue. Metro Transit uses a primary palette of three colors—blue, red and yellow—that convey energy and reliablility. The secondary palette includes three colors—red, a blue gradient and a yellow gradient—to complement the primary colors. The third palette includes two additional colors—a soft blue gradient and light grey gradient—that should be used sparingly to call out important information.

PMS Reflex Blue

R 0 C 100
G 83 M 72
B 160 Y 0
K 6

HEX: 0053A0

PMS 485

R 237 C 0
G 27 M 100
B 46 Y 91
K 0

HEX: ED1B2E

PMS 116

R 255 C 0
G 210 M 16
B 0 Y 100
K 0

HEX: EBCA23

white

Identity Elements Color

2-color Logo

The PMS 2-color logo is the preferred logo treatment.

PMS Reflective Blue

PMS 485

4-color Logo

Use this logo when printing 4-color process.

c100 m72 y0 k6

c0 m100 y91 k0

Identity Elements Color

1-color Logo

The PMS 1-color logo is to be used only when the 2-color and 4-color logos cannot be used.

100% Black

Reversed out of 100% Black

Reversed out of PMS Reflex Blue

Reversed out of PMS 485

Identity Elements Color

2-color Logo Exception

The 2-color logo can be semi-reversed on top of the listed colors below. This logo retains the red "T" icon, with the rest of the logo reversed to 100% white.

Reversed out of 100% Black
with PMS 485 Red icon

Reversed out of PMS Reflex Blue
with PMS 485 Red icon

Reversed out of PMS 116C

Color Usage

The 2-color logo should be reproduced only on a white or very light background. Do not set the logo on a background that overpowers the logo. Follow the guidelines on the previous page for the 1-color logo.

Right

Wrong

Identity Elements Circle "T" Icon

Acceptable Uses for Stand Alone Icon

The circle "T" is the single most important icon that represents Metro Transit. It has become a regionally recognizable symbol for public transportation in the Twin Cities metro area—seen on buses, trains, signs, shelters and facilities. It is crucial to use the mark correctly and consistently.

Approved uses:

- May tastefully be used as an additional graphical element on printed materials, signs or building facades. The whole Metro Transit logo must also be present.
- May use to represent Metro Transit facilities on a map.

DO

Use the appropriate file format for your specific application.

Produce the logo only from approved electronic artwork.

DON'T

Condense, expand, or otherwise distort it beyond its original proportions

Attempt to recreate the symbol or use a font for the "T"

Change the colors of the logo to anything non approved.

Identity Elements Icons

Icons

The Metro Transit icon set is used to easily identify our specific services in promotional items, routes and maps. The color palette guidelines apply when incorporating these into documents and should never be recreated or modified.

This is a Pay Exit route.
On trips leaving downtown or the U of M, pay your fare at your destination. The time you exit the bus determines the fare amount.

Identity Elements Icon Legend

Timepoint on schedule
Find the timepoint nearest your stop and use that column of the schedule. Your stop may be between timepoints.

Regular Route
Bus will pick up or drop off customers at any bus stop along this route.

Light Rail
Trains will pick up or drop off customers at any station along this route.

Northstar Line
Transfers from Northstar to light rail are free. Transfers from light rail to Northstar require an additional fare.

Limited Service
Only certain trips take this route.

Limited Stop Service
Buses serves only designated bus stops.

Designated Bus Stop
On Limited Stop routes, buses serve only these stops.

Route Ending Point
Trips with the indicated number/letter end at this point. Number/letter is found in schedules and on bus destination signs.

Route Letter
Indicates which trips travel on this section of the route. Letter is found in schedules and on bus destination signs.

Connecting Routes to transfer to/from see those route schedules for details.

Go-To Card Retail Location
Buy a Go-To Card or add value to an existing card at these locations.

Bike Locker
These sites have weatherproof bike storage for rent.

Park & Ride Lot
Park free at these lots while you commute.

Transfer Point
Several routes serve this stop.

Identity Elements Typography

Typography

Typography is an essential component of the Metro Transit brand. A disciplined use of typographic standards helps maintain a strong and effective brand identity. Typography standards also add consistency to Metro Transit communications in all forms. The preferred typeface for use in Metro Transit online and printed documents is **Avenir**.

Avenir Light/ Light Oblique
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Roman/ *Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Medium/ *Medium Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Heavy/ *Heavy Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Avenir Black/ *Black Oblique*
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Identity Elements Typography

Complementary Typography

Gill Sans is a signage typeface that is to be used for bold headlines. Gill Sans is to be used sparingly and not as a long copy font.

Gill Sans Regular / *Italic*

abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Gill Sans Bold / *Bold Italic*

abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Arial is the secondary online typeface to be used for all HTML text (“live text”). Arial may also be substituted for text graphics should the need arise.

Arial Regular / *Italic*

abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Arial Bold

abcdefghijklmnopqrstuvwABCDEFGHIJKLMNOPQRSTUVW

Identity Elements Trademarks

Metro Transit Logo

The Metro Transit logo is a registered trademark of the Metropolitan Council. This trademark may not be used in connection with any product or service not belonging to Metro Transit, in any manner likely to cause confusion among customers, or in any manner that disparages or discredits Metro Transit.

Recommended File Formats

To achieve optimum reproduction quality of the Metro Transit logo, please refer to the chart to the right to determine which file format is best suited for your application. These logo files are available on metrotransit.org/images.

Application	*File Format*
Viewable files only	.pdf
Word®	.bmp or .wmf
Excel®	.bmp or .wmf
Powerpoint®	.png
Web	.gif or .jpeg
Illustrator®	.eps or .ai
Photoshop®	.psd
InDesign®	.eps

Current downloadable files are located on ***metrotransit.org/images***

Identity Elements Imagery

Imagery

Images provided by Metro Transit may not be used in any manner likely to cause confusion among customers, or in any manner that disparages or discredits Metro Transit. Images may not be modified in any manner that substantially
alters the content, subject or meaning of the image.

Any use of an image must be accompanied by a photo credit to “Metro Transit.”

Current downloadable files
are located on ***metrotransit.org/images***

Application Design

Considerations

When looking for images, be sure to consider the tone and feeling we want to establish.

Design - clean, modern, vibrant, accessible

Text/Tone - intelligent, direct, caring, good value

Photography - should reflect modern vehicles, technology, include people and ensure a mixture of diversity representative of the Twin Cities

Applications Transit Card

Transit Interior Card

Applications PowerPoint

PowerPoint

The Metro Transit PowerPoint template is to be used with all presentations representing the brand. It can be downloaded at **metrotransit.org/images**.

Guidelines for PowerPoint presentations:

Never place anything in the blue bar (text, images)

Leave clear space below the blue bar (do not put headlines directly below)

Follow the font guidelines (Avenir and Arial)

Page numbers should be used, centered at the bottom in the same font used on the slide

Use at least 20-point font

Use only 4-5 points per slide; use a different point sizes for main points and supporting points

CAPITALIZE only when necessary

Try to not use more than three images per slide

Do not place images or text over or abutting the logo in the lower right

Applications Other

Metro Transit employees should use officially branded materials whenever conducting agency-sanctioned business.

Please follow Metro Transit templates or follow the guidelines in this manual when developing any materials that will use the Metro Transit brand. Some examples would include:

- Email Signature
- Promotional Items
- Uniforms
- Badges
- Letterhead
- Business Cards

Brand Family Regional Transit Brands

Metropolitan Council Regional Transit Brands

Service Type	Name	Logo
LRT & Hwy BRT	METRO	METRO
Local, Limited, Express Bus	Metro Transit	Metro Transit
Commuter Rail	Metro Transit Northstar	Metro Transit Northstar Line
Regional ADA	Metro Mobility	Metro Mobility a service of the Metropolitan Council
Regional Dial-a-Ride	Transit Link	Transit Link
Regional Vanpool	Metro Vanpool	Metro Vanpool

Note: All use the regional transit blue and red.

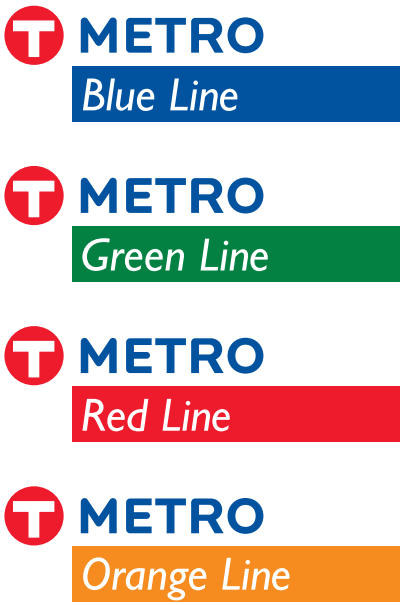
Brand Family METRO System

METRO Brand and Logos

The METRO system is a regional network of transitways that offer frequent, all-day service between stations with enhanced amenities. The METRO brand supercedes the "operating service brand" (i.e. Metro Transit or MVTA).

The METRO logo is made up of the circle "T" icon and METRO in all caps. The elements are vertically centered. Do not recreate the logo with any other font or use a shortened version of the Metro Transit logo. In writing, METRO should always be in all caps.

Individual METRO lines are named by colors and have their own logos made up of the METRO logo plus a color bar with the line name. All METRO line logos are available as artwork and should not be recreated.



Brand Family METRO System

Stacked METRO Line Logo

The stacked logo should be used whenever possible for specific METRO lines. In addition multiple line names can be stacked in combination if necessary (e.g. on shared signage).

Side by Side METRO Line Logo

An optional horizontal side-by-side version may be used in special circumstances when there is not enough vertical layout space.

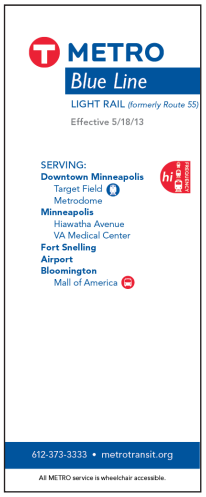
Note: The “line” name is in Gill Sans Italic font and should be sized and spaced as shown above.

Brand Family METRO System

Accepted Uses of METRO Line Logos

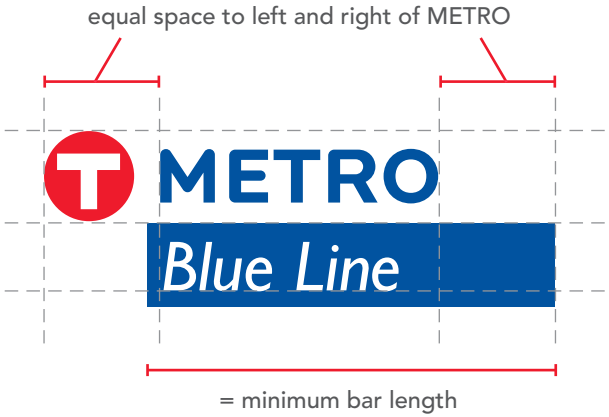
The logo should be used on a white background, and placement should be along the right edge with the bar bleeding off the page. The bar length may be adjusted for layout balance.

MAY LEAD TO DAILY USE
Shop, play, dine. So frequent you won't need a schedule. So convenient you'll find reasons to ride every day.
METRO
Red Line
metrotransit.org/RedLine



Minimum Bar Length

METRO line logos must have a minimum bar length to balance the logo. The minimum length is determined by having an equal space to the left and right of the word "METRO".



Brand Family METRO System

Color Palette

The METRO brand uses the regional colors of blue, yellow and red. In addition, each METRO lines is assigned a specific color. The Blue Line and Red Line use the regional transit blue and red. The Green Line and Orange Line add their own unique swatch to the color palette. Only these colors are to be used to represent the colored METRO lines.

Blue Line

PMS Reflex Blue

R	0	C	100
G	83	M	72
B	160	Y	0
		K	6

HEX: 0053A0

Red Line

PMS 485

R	237	C	0
G	27	M	100
B	46	Y	91
		K	0

HEX: ED1B2E

Green Line

PMS 348

R	0	C	97
G	130	M	23
B	68	Y	100
		K	10

HEX: 008144

Orange Line

PMS 151

R	246	C	0
G	139	M	55
B	31	Y	100
		K	0

HEX: F68A1E

Contact

If you have questions about use of the Metro Transit logo or need help incorporating branding into a project, contact:

Creative Services: 612-349-7671

METRO TRANSIT
560 Sixth Avenue North
Minneapolis, MN 55411
612-373-3333
metrotransit.org